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HOMEMAKERS' CHAT

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U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

SUBJECT: "Less Sugar in 1945" - Information from Office of Marketing Services, War Food Administration.

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American love their sweets. In the past year we dipped freely into the sugar barrel, using about 88 pounds per person. In 1945 our well known sweet tooth can't be pampered to that extent. When the Office of Price Administration cancelled all sugar stamps except No. 34 there was a very good reason.

The explanation is simple. We bought more sugar in 1944 than we were expected to buy, partly because a great many people bought sugar for canning and didn't use it for that purpose. Then, too, our appetite for jellies, soft drinks and other sweetsfoods was very large. Now all of us must do with less.

About 70 percent of our sugar supply is imported. At the beginning of the war sugar was the first food to be rationed because imports were so drastically reduced on account of the submarine menace. After the Navy cleared the oceans of this danger, sugar supplies flowed more freely into American homes. The Philippines which normally furnished about 15 percent of our sugar, haven't yet resumed those deliveries. In addition, sugar beet crops in this country were lower in 1944.

At the same time that sugar supplies decreased, sugar demands grew rapidly. Other nations also deprived of sugar from the Pacific needed to buy sugar from the the Caribbean area where America had formerly been the chief buyer. American civilians with more money to spend wanted more sweet rolls, more soft drinks and candy bars. Military needs for sugar have been increasing, too. As the war shifts into high gear in both the Pacific and in Europe more and more sugar will be needed by our Armed Forces. Sugar is used in the manufacture of hundreds of war supplies which must be kept rolling steadily toward the war fronts.

A full sugar can is very pleasant to have, but we've proved before that we can do with less. In fact, if we go way, way back, a hundred years ago, we will find that our great, great grandmothers ate only about 12 pounds of sugar a year, as compared to our 88 per capita...in 1944. They managed very well with molasses, syrup and honey.

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